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ABSTRACT

This publication presents summary data from a survey that investigated the degree of involvement of school board members and other school officials in school district purchasing decisions. Data for the survey were gathered through interviews with a random sample of 784 school board members and 60 school administrators who attended the 1972 National School Boards Association convention. The survey findings are presented in a series of tables that summarize data for 17 major purchasing categories. Within each table, the responses of school board members and administrators are grouped into seven categories according to school district size, as indicated by total district enrollment. (JG)

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BUYING ACTIONS in SCHOOL DISTRICTS

by

SCHOOL BOARD MEMBERS

and their

ADMINISTRATIVE STAFF

NATIONAL SCHOOL BOARDS ASSOCIATION
800 State National Bank Plaza
Evanston, Illinois 60201
(312) 869-7730

$1.50

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1972

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INTRODUCTION

Years ago, members of public school boards delegated (to the administrators they emplo
much of the authority that was and is theirs to operate the public schools.

To an important degree, they still do - but not when it comes to deciding how, and for
public monies are to be spent. In the face of growing social unrest and an inflation
continues to shrink the purchasing power of school dollars, board members are being he
increasingly accountable for the way in which the public monies are being spent. Citi
are demanding that their school boards wring every possible drop of monetary and socia
productivity from every dollar -- the taxpayers' attitude is reflected in the fact tha
than half of all school bond issues are being rejected today.

It is important, at the outset, to understand that the relationship of the school boar
the administration it employs (meaning superintendents, principals, assistants, and a
others) is a two-way street -- a road of communication, knowledge, understanding, sett
priorities, and finally, making decisions. In each of the facets of public education
professionals who are expected to lead and to make requests for their specific needs,
of which can be met with limited funds. Naturally school boards - in whom legal autho
for all final decisions about your local public schools is vested - need and want the
ered advice of professionals who are qualified and knowledgeable about products and se
in their specific fields.

So, it becomes the ongoing responsibility of the school board to take these recommenda
and apply them to an overall <u>impartial</u> and <u>objective</u> view of the <u>total</u> <u>system</u> in an ef
to meet as many school needs as possible by spending dollars wisely, and by standing r
to answer for these expenditures. School board members and <u>only</u> school board members

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establish a school district's goals and budget priorities alloting funds as they see f to specific areas of the district's program of schooling.

A tall order -- and how are school boards carrying it out in the seventies? Exactingl A new study by the National School Boards Association shows clearly that school board are actively exercising their legal authority to act for the taxpayers in all phases o making the buying decisions for their districts. They no longer have any choice but t so -- an increasingly vocal public demands quality and performance in every purchase o products or services. In short, the public demands accountability from the relative h of men and women it has elected or selected to run its $40 billion public education sy

This involvement in buying action is demonstrated decisively by an extensive survey co among school board members (randomly selected) in attendance at the National School Bo Association Convention in San Francisco in 1972. The findings of the survey are shown the following pages.

(*) In all of the United States, fewer than 86,000 school board members, all identif with relative ease, make the final decisions for our 50-million-enrollment publi schools.

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SUMMARY OF PEOPLE INTERVIEWED

School board members	784
Superintendents	32
Other	28
(Includes 1 deputy superintendent, 1 associate superintendent, 4 assistant superintendents, 12 general administrators, 1 project director, 1 clerk, 1 clerk-treasurer, 1 business manager, 6 unspecified)	
Total usable survey sheets	844
Non-usable survey sheets	10
TOTAL	854

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GEOGRAPHIC BREAKDOWN

Alabama	10
Alaska	3
Arizona	19
Arkansas	2
California	62
Canal Zone	0
Colorado	7
Connecticut	1
Delaware	4
District of Columbia	0
Florida	13
Georgia	3
Guam	0
Hawaii	1
Idaho	8
Illinois	89
Indiana	27
Iowa	29
Kansas	12
Kentucky	5
Louisiana	7
Maine	0
Maryland	5
Massachusetts	19
Michigan	59
Minnesota	24
Mississippi	0
Missouri	18

Montana	1
Nebraska	10
Nevada	2
New Hampshire	1
New Jersey	36
New Mexico	8
New York	48
North Carolina	11
North Dakota	4
Ohio	34
Oklahoma	10
Oregon	22
Pennsylvania	89
Puerto Rico	0
Rhode Island	4
South Carolina	2
South Dakota	3
Tennessee	9
Texas	43
Utah	23
Vermont	0
Virginia	3
Virgin Islands	1
Washington	24
West Virginia	1
Wisconsin	17
Wyoming	5
Canada	5

BUYING ACTIONS
by
SCHOOL BOARD MEMBERS

784 personal interviews of board members
769 districts made major purchases in 1971
728 board members took final buying action

Of the 784 board members interviewed, 769 -- or 98% -- reported that their district m least one* major purchase last year.

Of the 769 "purchasing" districts, 728 -- or 94.7% -- involved the board members inte in one or more of the final buying actions -- selecting product, selecting brand, app product, approving purchase, or disapproving purchase.

For the total range of products summarized on the following pages, board members were involved in specific buying actions as follows:

Listened to presentations	53.8%
Selected product	42.4%
Approved product	49.8%
Selected brand	38.8%
Approved purchase	80.5%
Disapproved purchase	35.5%

Summaries of seventeen major purchasing categories appear on the following pages.

(*) In virtually all cases, each had made between thirty and several hundred major purchases, but "one" was requisite to the study.

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"was requisite to the study.

	Number Districts Buying	Percent Districts Buying	Board Members: Listened to presentations	Selected product	Approved product	Selected brand	Approved purchase
Athletic, Gym & Playground Equip.	526	68.4%	54.7%	43.3%	52.0%	37.1%	80.4%
Audio-Visual Equip.	565	73.5	52.4	41.7	50.0	35.8	79.5
Books and/or Periodicals	603	84.0	46.9	38.2	45.1	31.5	78.1
Classroom Equip.	535	70.0	50.4	42.1	51.6	38.9	80.6
Fire Alarm & Signal Systems	263	34.2	56.3	45.3	51.0	41.4	81.0
Flooring & Floor Coverings	394	51.2	57.1	44.0	51.3	40.0	79.0
Folding Doors & Partitions	248	32.2	55.6	43.1	50.4	43.0	70.0
Food Service Systems	284	37.0	56.7	45.0	49.3	41.6	80.0
Heating, Ventilation & Air Cond. Equip.	365	47.5	58.4	43.0	53.9	50.0	80.1
Insurance	536	70.0	57.8	42.8	45.8	37.8	80.0
Maintenance Equip. & Supplies	521	67.7	45.9	40.0	46.0	35.5	83.1
Office Equip.	441	57.3	50.0	44.6	49.2	40.0	82.1
Relocatable Classrooms	222	28.9	63.5	44.4	52.7	41.5	81.0
Seating & Desks	387	50.3	54.3	44.4	51.1	42.1	83.8
Transportation Equip.	447	58.1	60.0	46.5	51.2	45.0	82.5
Transportation Systems	124	16.1	63.1	50.0	55.0	46.0	80.0
TV, Language Labs & Electronic Equip.	359	46.7	54.6	44.0	50.0	38.7	80.0

er – ts ng	Percent Districts Buying	Listened to presentations	Selected product	Approved product	Selected brand	Approved purchase	Disapproved purchase
			Board Members				
6	68.4%	54.7%	43.3%	52.0%	37.1%	80.4%	34.2%
5	73.5	52.4	41.7	50.0	35.8	79.5	33.8
3	84.0	46.9	38.2	45.1	31.5	78.1	31.5
5	70.0	50.4	42.1	51.6	38.9	80.6	38.4
3	34.2	56.3	45.3	51.0	41.4	81.0	37.2
4	51.2	57.1	44.0	51.3	40.0	79.0	35.8
1	32.2	55.6	43.1	50.4	43.0	70.0	41.1
4	37.0	56.7	45.0	49.3	41.6	80.0	37.3
5	47.5	58.4	43.0	53.9	50.0	80.1	36.1
6	70.0	57.8	42.8	45.8	37.8	80.0	33.2
1	67.7	45.9	40.0	46.0	35.5	83.1	33.6
1	57.3	50.0	44.6	49.2	40.0	82.1	37.0
2	28.9	63.5	44.4	52.7	41.5	81.0	38.3
7	50.3	54.3	44.4	51.1	42.1	83.8	37.5
7	58.1	60.0	46.5	51.2	45.0	82.5	34.9
4	16.1	63.1	50.0	55.0	46.0	80.0	47.5
9	46.7	54.6	44.0	50.0	38.7	80.0	36.8

ATHLETIC, GYM AND PLAYGROUND EQUIPMENT

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	526	61	82	114	120	112	21	16	
% of total buying potential	68.4%	70.9%	64.5%	70.4%	71.9%	70.0%	56.8%	53.3%	78
Specific buying action (by percent):									
a) Listened to presentations	54.7%	57.4%	52.4%	53.4%	55.8%	52.7%	76.2%	43.7%	56
b) Selected product	43.3	50.9	41.5	42.9	36.6	49.2	47.7	31.3	52
c) Selected brand	37.1	50.9	36.6	35.1	32.5	38.4	47.7	18.8	44
d) Approved product	52.0	60.7	51.3	50.7	45.8	54.5	66.7	31.3	52
e) Approved purchase	80.4	86.9	81.7	82.4	76.7	78.6	81.0	75.0	80
f) Disapproved purchase	34.2	55.7	30.2	33.3	28.3	33.0	38.1	18.8	44
Selected product/brand (lines b and/or c)	45.5%	59.1%	47.6%	42.9%	39.2%	49.2%	47.7%	31.3%	56
Approved product/purchase (lines d and/or e)	86.7	89.7	85.4	88.6	85.1	87.5	85.7	75.0	80
Involvement in buying (one or more selecting/approving actions)	91.2%	95.1%	91.5%	90.3%	90.1%	92.9%	85.7%	81.3%	88

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	526	61	82	114	120	112	21	16	25	23
al	68.4%	70.9%	64.5%	70.4%	71.9%	70.0%	56.8%	53.3%	78.2%	82.2%
	54.7%	57.4%	52.4%	53.4%	55.8%	54.7%	76.2%	43.7%	56.0%	43.5%
	43.3	50.9	41.5	42.9	36.6	49.2	47.7	31.3	52.0	43.5
	37.1	50.9	36.6	35.1	32.5	38.4	47.7	18.8	44.0	26.1
	52.0	60.7	51.3	50.7	45.8	54.5	66.7	31.3	52.0	34.7
	80.4	86.9	81.7	82.4	76.7	78.6	81.0	75.0	80.0	78.3
	34.2	55.7	30.2	33.3	28.3	33.0	38.1	18.8	44.0	21.7
	45.5%	59.1%	47.6%	42.9%	39.2%	49.2%	47.7%	31.3%	56.0%	52.2%
	86.7	89.7	85.4	88.6	85.1	87.5	85.7	75.0	80.0	78.3
	91.2%	95.1%	91.5%	90.3%	90.1%	92.9%	85.7%	81.3%	88.0%	87.0%

AUDIO-VISUAL EQUIPMENT

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	565	76	93	122	126	111	21	16	
% of total buying potential	73.5%	88.4%	73.2%	75.3%	75.1%	69.4%	56.7%	53.3%	37
Specific buying action (by percent):									
a) Listened to presentations	52.4%	50.0%	51.6%	50.8%	52.4%	51.4%	81.0%	43.8%	50
b) Selected product	41.7	44.7	40.9	36.1	45.2	41.4	61.9	25.0	39
c) Selected brand	35.8	39.5	35.5	34.4	31.7	39.6	52.4	12.5	39
d) Approved product	50.0	52.6	46.2	48.4	49.2	55.0	11.6	12.5	42
e) Approved purchase	79.5	80.3	83.9	79.5	74.6	79.3	95.2	68.8	85
f) Disapproved purchase	33.8	42.1	34.4	31.1	31.7	34.2	47.6	6.3	35
Selected product/brand (lines b and/or c)	45.1%	46.1%	45.2%	36.9%	46.8%	48.6%	66.7%	31.3%	50
Approved product/purchase (lines d and/or e)	87.4	88.2	84.9	90.5	84.9	89.2	100.0	81.3	89
Involvement in buying (one or more selecting/approving actions)	92.7%	90.8%	90.3%	90.5%	94.4%	93.7%	100.0%	87.5%	92

	Total school boards	Enrolment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	565	76	93	122	126	111	21	16	28	26
l	73.5%	88.4%	73.2%	75.4%	75.5%	69.4%	66.7%	53.3%	87.5%	92.9%
	52.4%	50.0%	51.6%	50.8%	52.4%	51.4%	81.0%	43.8%	50.0%	42.3%
	41.7	44.7	40.9	36.1	45.2	41.4	61.9	25.0	39.3	50.0
	35.8	39.5	35.5	34.4	31.7	39.6	52.4	12.5	39.3	30.8
	50.0	52.6	46.2	48.4	49.2	55.0	11.6	12.5	42.9	42.3
	79.5	80.3	83.9	79.5	74.6	79.3	95.2	68.8	85.7	61.5
	33.8	42.1	34.4	31.1	31.7	34.2	47.6	6.3	35.7	23.1
	45.1%	46.1%	45.2%	36.9%	46.8%	48.6%	66.7%	31.3%	50.0%	57.8%
	87.4	88.2	84.9	90.5	84.9	89.2	100.0	81.3	89.3	69.2
	92.7%	90.8%	90.3%	90.5%	94.4%	93.7%	100.0%	87.5%	92.8%	80.8%

BOOKS AND/OR PERIODICALS

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	603	73	95	129	139	120	26	21	
% of total buying potential	78.4%	84.9%	74.8%	79.6%	83.2%	75.0%	70.8%	70.0%	93
Specific buying action (by percent):									
a) Listened to presentations	46.9%	54.8%	51.6%	44.2%	41.0%	47.5%	57.7%	38.1%	53
b) Selected product	38.2	47.9	37.9	34.9	33.8	41.7	46.1	23.8	46
c) Selected brand	31.5	38.4	34.7	29.5	35.3	32.5	38.5	14.3	40
d) Approved product	45.1	53.4	47.4	46.5	41.7	48.3	50.0	23.8	50
e) Approved purchase	78.1	80.8	85.3	76.0	75.5	78.3	73.1	71.4	76
f) Disapproved purchase	31.5	39.7	31.6	34.1	28.8	30.0	30.8	14.3	36
Selected product/brand (lines b and/or c)	40.4%	50.0%	42.1%	35.7%	39.6%	43.3%	50.0%	28.5%	50
Approved product/purchase (lines d and/or e)	82.5	86.8	85.3	85.3	76.2	83.3	80.8	76.2	76
Involvement in buying (one or more selecting/approving actions)	88.0%	91.2%	87.4%	86.8%	88.5%	87.5%	88.5%	80.9%	86

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	603	73	95	129	139	120	26	21	30	22
al	78.4%	84.9%	74.8%	79.6%	83.2%	75.0%	70.8%	70.0%	93.8%	78.6%
	46.3%	54.8%	51.6%	44.2%	41.0%	47.5%	57.7%	38.1%	53.3%	36.4%
	38.2	47.9	37.9	34.9	33.8	41.7	46.1	23.8	46.7	45.4
	31.3	38.4	34.7	29.5	35.3	32.5	38.5	14.3	40.0	31.0
	45.1	53.4	47.4	46.5	41.7	48.3	50.0	23.8	50.0	50.0
	78.1	80.8	85.3	76.0	75.5	78.3	73.1	71.4	76.7	63.6
	31.5	39.7	31.6	34.1	28.0	30.0	30.8	14.3	36.7	22.7
	40.4%	50.0%	42.1%	35.7%	39.6%	43.3%	50.0%	28.5%	50.0%	59.1%
	82.5	86.8	85.3	85.3	76.2	83.3	80.8	76.2	76.7	81.8
	88.0%	91.2%	87.4%	86.8%	88.5%	87.5%	88.5%	80.9%	86.7%	90.9%

CLASSROOM EQUIPMENT

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	535	68	87	115	121	105	25	14	2
% of total buying potential	70.0%	79.1%	68.5%	71.0%	72.5%	65.6%	67.6%	46.7%	78.
Specific buying action (by percent):									
a) Listened to presentations	50.4%	54.4%	48.3%	52.2%	47.9%	47.6%	68.0%	42.6%	56.
b) Selected product	42.1	45.6	42.5	40.0	38.8	41.9	60.0	35.7	48.
c) Selected brand	38.9	41.2	39.1	35.6	43.8	37.1	48.0	7.1	44.
d) Approved product	51.6	55.9	46.0	53.0	49.6	54.3	68.0	21.4	44.
e) Approved purchase	80.6	76.5	83.9	84.3	76.0	83.8	76.0	71.4	76.
f) Disapproved purchase	38.4	44.1	31.0	33.0	35.5	32.4	44.0	7.1	36.
Selected product/brand (lines b and/or c)	45.2%	50.0%	47.1%	40.0%	47.9%	45.7%	64.0%	35.7%	56.
Approved product/purchase (lines d and/or e)	86.9	86.8	86.2	88.7	85.9	91.4	80.0	71.4	76.
Involvement in buying (one or more selecting/approving actions)	90.5%	91.6%	94.2%	88.7%	88.4%	94.3%	84.0%	78.6%	88.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	535	68	87	115	121	105	25	14	25	23
l	70.0%	79.1%	68.5%	71.0%	72.5%	65.6%	67.6%	46.7%	78.1%	82.1%
	50.4%	54.4%	48.3%	52.2%	47.9%	47.6%	68.0%	42.6%	56.0%	56.5%
	42.1	45.6	42.5	40.0	38.8	41.9	60.0	35.7	48.0	52.2
	38.9	41.2	39.1	35.6	43.8	37.1	48.0	7.1	44.0	30.4
	51.6	55.9	46.0	53.0	49.6	54.3	68.0	21.4	44.[illegible]	34.8
	80.6	76.5	83.9	84.3	76.0	83.8	76.0	71.4	76.0	65.2
	38.4	44.1	31.0	33.0	35.5	32.4	44.0	7.1	36.0	21.7
	45.2%	50.0%	47.1%	40.0%	47.9%	45.7%	64.0%	35.7%	56.0%	56.5%
	86.9	86.8	86.2	88.7	85.9	91.4	80.0	71.4	76.0	65.2
	90.5%	91.6%	94.2%	88.7%	88.4%	94.3%	84.0%	78.6%	88.0%	69.6%

FIRE ALARM AND SIGNAL SYSTEM

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	263	40	43	53	55	55	11	6	1
% of total buying potential	34.2%	46.5%	33.9%	32.7%	32.9%	34.4%	29.7%	20.0%	31.
Specific buying action (by percent):									
a) Listened to presentations	56.3%	57.5%	51.2%	67.9%	60.0%	49.1%	45.5%	33.3%	60.
b) Selected product	45.3	52.5	41.9	52.8	45.5	41.8	27.3	16.7	50.
c) Selected brand	41.4	47.5	41.9	47.2	43.6	36.4	18.2	16.7	40.
d) Approved product	57.0	55.0	46.5	56.6	49.1	47.3	63.6	33.3	50.
e) Approved purchase	81.0	82.5	81.4	79.2	78.2	74.5	54.5	50.0	40.
f) Disapproved purchase	37.2	47.5	34.9	41.5	36.4	34.5	18.2	16.7	30.
Selected product/brand (lines b and/or c)	49.8%	60.0%	51.2%	54.7%	49.1%	47.3%	27.3%	16.7%	50.
Approved product/purchase (lines d and/or e)	82.1	90.0	81.4	84.9	83.6	78.2	81.8	50.0	50.
Involvement in buying (one or more selecting/approving actions)	87.5%	92.5%	88.4%	90.6%	89.1%	83.6%	81.8%	50.0%	60.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	263	40	43	53	55	55	11	6	10	12
1	34.2%	46.5%	33.9%	32.7%	32.9%	34.4%	29.7%	20.0%	31.2%	42.9%
	56.3%	57.5%	51.2%	67.9%	60.0%	49.1%	45.5%	33.3%	60.0%	8.3%
	45.3	52.5	41.9	52.8	45.5	41.8	27.3	16.7	50.0	33.3
	41.4	47.5	41.9	47.2	43.6	36.4	18.2	16.7	40.0	8.3
	57.0	55.0	46.5	56.6	49.1	47.3	63.6	33.3	30.0	8.3
	81.0	82.5	81.4	79.2	78.2	74.5	54.5	50.0	40.0	25.0
	37.2	47.5	34.9	41.5	36.4	34.5	18.2	16.7	30.0	0.0
	49.8%	60.0%	51.2%	54.7%	49.1%	47.3%	27.3%	16.7%	50.0%	50.0%
	82.1	90.0	81.4	84.9	83.6	78.2	81.8	50.0	50.0	33.3
	87.5%	92.5%	88.4%	90.6%	89.1%	83.6%	81.8%	50.0%	60.0%	75.0%

FLOORING & FLOOR COVERINGS

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	394	58	64	88	86	70	17	11	1
% of total buying potential	51.2%	67.4%	50.4%	54.3%	51.5%	43.8%	45.9%	36.7%	53.
Specific buying action (by percent):									
a) Listened to presentations	57.1%	50.0%	45.3%	57.9%	55.8%	55.7%	82.3%	45.5%	52.
b) Selected product	44.0	43.1	37.5	44.3	43.0	45.7	58.8	54.5	35.
c) Selected brand	40.0	43.1	34.4	36.4	43.0	40.0	58.8	18.2	29.
d) Approved product	57.3	55.2	46.9	52.3	48.8	52.9	58.8	45.5	29.
e) Approved purchase	79.0	84.5	85.9	81.8	63.9	84.3	76.5	72.7	70.
f) Disapproved purchase	35.8	46.6	31.3	32.9	36.0	34.3	47.1	18.2	29.
Selected product/brand (lines b and/or c)	49.1%	48.3%	46.9%	46.6%	51.2%	51.4%	64.7%	54.5%	35.
Approved product/purchase (lines d and/or e)	88.5	94.8	90.6	89.8	88.4	85.7	76.5	63.6	70.
Involvement in buying (one or more selecting/approving actions)	91.3%	96.6%	92.2%	90.9%	91.9%	90.0%	82.4%	72.7%	76.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	394	58	64	88	86	70	17	11	17	18
1	51.2%	67.4%	50.4%	54.3%	51.5%	43.8%	45.9%	36.7%	53.1%	64.3%
	57.1%	50.0%	45.3%	57.9%	55.8%	55.7%	82.3%	45.5%	52.9%	44.4%
	44.0	43.1	37.5	44.3	43.0	45.7	58.8	54.5	35.3	55.6
	40.0	43.1	34.4	36.4	43.0	40.0	58.8	18.2	29.4	33.3
	57.3	55.2	46.9	52.3	48.8	52.9	58.8	45.5	29.4	33.3
	79.0	84.5	85.9	81.8	63.9	84.3	76.5	72.7	70.6	38.9
	35.8	46.6	31.3	32.9	36.0	34.3	47.1	18.2	29.4	16.7
	49.1%	48.3%	46.9%	46.6%	51.2%	51.4%	64.7%	54.5%	35.3%	77.8%
	88.5	94.8	90.6	89.8	88.4	85.7	76.5	63.6	70.6	50.0
	91.3%	96.6%	92.2%	90.9%	91.9%	90.0%	82.4%	72.7%	76.5%	88.9%

FOLDING DOORS & PARTITIONS

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	248	40	42	60	57	37	7	5	
% of total buying potential	32.2%	46.5%	33.1%	37.0%	34.1%	23.1%	18.9%	16.7%	25.
Specific buying action (by percent):									
a) Listened to presentations	55.6%	60.0%	47.6%	63.3%	50.9%	54.1%	85.7%	20.0%	50.
b) Selected product	43.1	52.5	35.7	43.3	42.1	45.9	42.9	20.0	50.
c) Selected brand	43.0	50.0	35.7	43.3	42.1	40.5	42.8	0.0	37.
d) Approved product	50.4	55.0	47.6	50.0	49.1	56.8	42.8	20.0	37.
e) Approved purchase	70.0	80.0	90.5	81.7	77.2	73.0	57.1	80.0	62.
f) Disapproved purchase	41.1	52.5	35.7	40.0	40.4	45.9	28.6	0.0	37.
Selected product/brand (lines b and/or c)	47.2%	57.5%	42.8%	48.3%	42.1%	51.4%	57.1%	20.0%	50.
Approved product/purchase (lines d and/or e)	86.7	90.0	95.2	83.3	84.2	86.5	57.1	100.0	62.
Involvement in buying (one or more selecting/ approving actions)	88.3%	95.0%	95.2%	83.3%	86.0%	86.5%	71.4%	100.0%	75.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	248	40	42	60	57	37	7	5	8	10
1	32.2%	46.5%	33.1%	37.0%	34.1%	23.1%	18.9%	16.7%	25.0%	35.7%
	55.6%	60.0%	47.6%	63.3%	50.9%	54.1%	85.7%	20.0%	50.0%	20.0%
	43.1	52.5	35.7	43.3	42.1	45.9	42.9	20.0	50.0	30.0
	43.0	50.0	35.7	43.3	42.1	40.5	42.8	0.0	37.5	10.0
	50.4	55.0	47.6	50.0	49.1	56.8	42.8	20.0	37.5	10.0
	70.0	80.0	90.5	81.7	77.2	73.0	57.1	80.0	62.5	20.0
	41.1	52.5	35.7	40.0	40.4	45.9	28.6	0.0	37.5	0.0
	47.2%	57.5%	42.8%	48.3%	42.1%	51.4%	57.1%	20.0%	50.0%	40.0%
	86.7	90.0	95.2	83.3	84.2	86.5	57.1	100.0	62.5	30.0
	88.3%	95.0%	95.2%	83.3%	86.0%	86.5%	71.4%	100.0%	75.0%	50.0%

FOOD SERVICE SYSTEMS

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	284	47	42	63	60	53	11	8	
% of total buying potential	37.0%	54.6%	33.1%	38.9%	35.9%	33.1%	2[illegible].7%	26.7%	31.
Specific buying action (by percentage):									
a) Listened to presentations	56.7%	57.4%	66.7%	55.6%	48.3%	60.4%	54.5%	50.0%	40.
b) Selected product	45.0	55.3	45.2	39.7	43.3	45.3	45.5	37.5	30.
c) Selected brand	41.6	55.3	45.2	34.9	45.0	35.8	27.3	25.0	30.
d) Approved product	49.3	59.6	50.0	52.4	45.0	56.6	36.4	37.5	30.
e) Approved purchase	80.0	78.7	71.4	73.0	81.7	81.1	72.7	87.5	80.
f) Disapproved purchase	37.3	48.9	45.2	31.7	35.0	34.0	27.3	25.0	30.
Selected product/brand (lines b and/or c)	51.1%	63.8%	59.5%	41.3%	53.3%	47.2%	54.5%	37.5%	30.
Approved product/purchase (lines d and/or e)	86.6	87.2	80.9	90.5	91.7	86.8	81.8	87.5	80.
Involvement in buying (one or more selecting/approving actions)	90.1%	87.2%	88.1%	92.1%	91.7%	90.6%	100.0%	87.5%	80.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	284	47	42	63	60	53	11	8	10	13
1	37.0%	54.6%	33.1%	38.9%	35.9%	33.1%	29.7%	26.7%	31.3%	46.4%
	56.7%	57.4%	66.7%	55.6%	48.3%	60.4%	54.5%	50.0%	40.0%	38.5%
	45.0	55.3	45.2	39.7	43.3	45.3	45.5	37.5	30.0	30.8
	41.6	55.3	45.2	34.9	45.0	35.8	27.3	25.0	30.0	15.4
	49.3	59.6	50.0	52.4	45.0	56.6	36.4	37.5	30.0	7.7
	80.0	78.7	71.4	73.0	81.7	81.1	72.7	87.5	80.0	23.1
	37.3	48.9	45.2	31.7	35.0	34.0	27.3	25.0	30.0	7.7
	51.1%	63.8%	59.5%	41.3%	53.3%	47.2%	54.5%	37.5%	30.0%	46.2%
	86.6	87.2	80.9	90.5	91.7	86.8	81.8	87.5	80.0	30.8
	90.1%	87.2%	88.1%	92.1%	91.7%	90.6%	100.0%	87.5%	80.0%	61.5%

HEATING, VENTILATION & AIR CONDITIONING EQUIPMENT

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	365	53	58	84	74	69	16	11	
% ot total buying potential	47.5%	61.6%	45.7%	51.8%	44.3%	43.1%	43.2%	36.7%	21.
Specific buying action (by percent):									
a) Listened to presentations	58.4%	62.3%	46.6%	64.3%	55.4%	58.0%	75.0%	54.5%	42.
b) Selected product	43.0	50.9	36.2	42.8	41.9	42.0	43.8	45.5	42.
c) Selected brand	39.5	47.2	34.5	44.0	39.2	33.3	37.5	36.4	42.
d) Approved product	53.9	52.8	44.8	61.9	48.6	53.6	56.2	45.5	57.
e) Approved purchase	80.1	84.9	86.2	80.9	77.0	78.3	68.8	81.8	85.
f) Disapproved purchase	36.1	47.2	29.3	40.5	33.8	31.9	37.5	27.3	42.
Selected product/brand (lines b and/or c)	46.4%	56.6%	44.8%	43.2%	45.9%	46.4%	43.8%	45.4%	42.
Approved product/purchase (lines d and/or e)	86.8	88.7	89.6	89.3	89.2	82.6	68.8	81.8	85.
Involvement in buying (one or more selecting/ approving actions)	88.7%	88.7%	93.1%	91.7%	90.5%	86.9%	75.0%	81.8%	85.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	365	53	58	84	74	69	16	11	7	19
al	47.5%	61.6%	45.7%	51.8%	44.3%	43.1%	43.2%	36.7%	21.9%	67.8%
	58.4%	62.3%	46.6%	64.3%	55.4%	58.0%	75.0%	54.5%	42.8%	50.0%
	43.0	50.9	36.2	42.8	41.9	42.0	43.8	45.5	42.8	42.1
	39.5	47.2	34.5	44.0	39.2	33.3	37.5	36.4	42.8	15.9
	53.9	52.8	44.8	61.9	48.6	53.6	56.2	45.5	57.1	21.0
	80.1	84.9	86.2	80.9	77.0	78.3	68.8	81.8	85.7	26.3
	36.1	47.2	29.3	40.5	33.8	31.9	37.5	27.3	42.8	10.5
	46.4%	56.6%	44.8%	45.2%	45.9%	46.4%	43.8%	45.4%	42.8%	52.6%
	86.8	88.7	89.6	89.3	89.2	82.6	68.8	81.8	85.7	36.8
	88.7%	88.7%	93.1%	91.7%	90.5%	86.9%	75.0%	81.8%	85.7%	63.2%

INSURANCE

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	536	66	88	115	121	109	20	17	2
% of total buying potential	70.0%	76.7%	69.3%	71.0%	72.4%	68.1%	54.1%	56.7%	81.
Specific buying action (by percent):									
a) Listened to presentations	57.8%	53.0%	50.0%	56.5%	66.9%	56.0%	70.0%	47.1%	42.
b) Selected product	42.8	50.0	36.4	40.0	42.1	46.8	55.0	29.4	50.
c) Selected brand	37.8	40.9	29.5	39.1	40.5	39.4	45.0	17.6	30.
d) Approved product	45.8	54.5	36.4	47.8	42.1	51.4	55.0	29.4	38.
e) Approved purchase	80.0	83.3	79.5	83.5	81.0	84.4	70.0	58.8	61.
f) Disapproved purchase	33.2	43.9	25.0	31.3	33.9	36.7	35.0	17.6	23.
Selected product/brand (lines b and/or c)	46.7%	53.0%	40.9%	42.6%	45.5%	54.1%	60.0%	29.4%	50.
Approved product/purchase (lines d and/or e)	85.6	86.4	81.3	88.7	85.9	89.9	80.0	58.8	69.
Involvement in buying (one or more selecting/approving actions)	90.8%	95.5%	87.5%	93.0%	85.9%	97.2%	90.0%	64.7%	76.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	536	66	88	115	121	109	20	17	26	21
	70.0%	76.7%	69.3%	71.0%	72.4%	68.1%	54.1%	56.7%	81.2%	85.7%
	57.8%	53.0%	50.0%	56.5%	66.9%	56.0%	70.0%	47.1%	42.3%	62.5%
	42.8	50.0	36.4	40.0	42.1	46.8	55.0	29.4	50.0	41.7
	37.8	40.9	29.5	39.1	40.5	39.4	45.0	17.6	30.8	25.0
	45.8	54.5	36.4	47.8	42.1	51.4	55.0	29.4	38.5	29.2
	80.0	83.3	79.5	83.5	81.0	84.4	70.0	58.8	61.5	54.2
	33.2	43.9	25.0	31.3	33.9	36.7	35.0	17.6	23.1	16.7
	46.7%	53.0%	40.9%	42.6%	45.5%	54.1%	60.0%	29.4%	50.0%	54.2%
	85.6	86.4	81.8	88.7	85.9	89.9	80.0	58.8	69.2	58.3
	90.8%	95.5%	87.5%	93.0%	85.9%	97.2%	90.0%	64.7%	76.9%	75.0%

MAINTENANCE EQUIPMENT & SUPPLIES

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	521	67	82	109	114	108	25	16	
% of total buying potential	67.7%	78.0%	64.6%	67.3%	68.3%	68.0%	67.6%	53.3%	75
Specific buying action (by percent):									
a) Listened to presentations	45.8%	52.2%	45.1%	44.0%	43.9%	45.4%	56.0%	37.5%	62
b) Selected product	40.0	49.3	36.6	36.7	37.7	42.6	56.0	18.8	62
c) Selected brand	35.5	44.8	35.4	33.0	34.2	35.2	44.0	12.5	50
d) Approved product	46.0	56.7	43.9	46.8	40.4	49.1	56.0	12.5	54
e) Approved purchase	83.1	85.1	82.9	82.6	76.3	83.3	80.0	62.5	87
f) Disapproved purchase	33.6	47.8	31.7	30.3	28.9	36.1	40.0	12.5	37
Selected product/brand (lines b and/or c)	44.0%	55.2%	41.5%	35.8%	44.7%	46.3%	60.0%	18.8%	62
Approved product/purchase (lines d and/or e)	87.3	91.0	86.6	87.2	86.0	88.9	88.0	68.8	91
Involvement in buying (one or more selecting/approving actions)	89.0%	92.5%	87.8%	89.9%	87.7%	92.6%	88.0%	68.8%	95

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	521	67	82	109	114	108	25	16	24	21
al	67.7%	78.0%	64.6%	67.3%	68.3%	68.0%	67.6%	53.3%	75.0%	75.0%
	45.8%	52.2%	45.1%	44.0%	43.9%	45.4%	56.0%	37.5%	62.5%	52.4%
	40.0	49.3	36.6	36.7	37.7	42.6	56.0	18.8	62.5	52.4
	35.5	44.8	35.4	33.0	34.2	35.2	44.0	12.5	50.0	28.6
	46.0	56.7	43.9	46.8	40.4	49.1	56.0	12.5	54.2	47.6
	83.1	85.1	82.9	82.6	76.3	83.3	80.0	62.5	87.5	66.7
	33.6	47.8	31.7	30.3	28.9	36.1	40.0	12.5	37.5	23.8
	44.0%	55.2%	41.5%	35.8%	44.7%	46.3%	60.0%	18.8%	62.5%	57.1%
	87.3	91.0	86.6	87.2	86.0	88.9	88.0	68.8	91.7	76.2
	89.0%	92.5%	87.8%	89.9%	87.7%	92.6%	88.0%	68.8%	95.8%	85.7%

OFFICE EQUIPMENT

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	S
# of buying districts	441	59	67	94	99	89	22	11	2
% of total buying potential	57.3%	68.6%	52.7%	58.0%	59.3%	55.6%	59.5%	36.7%	62.
Specific buying action (by percent):									
a) Listened to presentations	50.0%	52.5%	44.8%	49.0%	53.5%	55.1%	63.6%	27.3%	35.
b) Selected product	44.6	50.8	34.3	42.6	45.5	50.6	54.5	27.3	55.
c) Selected brand	40.0	47.5	35.8	35.1	45.5	43.8	40.9	18.2	40.
d) Approved product	49.2	55.9	44.8	46.8	48.5	53.9	59.1	18.2	40.
e) Approved purchase	82.1	86.4	82.1	84.0	83.8	82.0	77.3	54.5	70.
f) Disapproved purchase	37.0	47.4	32.8	30.9	37.4	40.4	45.5	9.1	35.
Selected product/brand (lines b and/or c)	49.1%	57.6%	40.3%	43.6%	52.5%	55.1%	54.5%	27.3%	55.
Approved product/purchase (lines d and/or e)	87.7	89.8	89.6	88.3	90.9	86.5	77.3	54.5	75.
Involvement in buying (one or more selecting/approving actions)	91.1%	93.2%	94.0%	90.4%	92.9%	91.0%	77.3%	72.7%	90.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	441	59	67	94	99	89	22	11	20	18
1	57.3%	68.6%	52.7%	58.0%	59.3%	55.6%	59.5%	36.7%	62.5%	64.3%
	50.0%	52.5%	44.8%	49.0%	53.5%	55.1%	63.6%	27.3%	35.0%	50.0%
	44.6	50.8	34.3	42.6	45.5	50.6	54.5	27.3	55.0	50.0
	40.0	47.5	35.8	35.1	45.5	43.8	40.9	18.2	40.0	33.3
	49.2	55.9	44.8	46.8	48.5	53.9	59.1	18.2	40.0	33.3
	82.1	86.4	82.1	84.0	83.8	82.0	77.3	54.5	70.0	66.7
	37.0	47.4	32.8	30.9	37.4	40.4	45.5	9.1	35.0	22.2
	49.1%	57.6%	40.3%	43.6%	52.5%	55.1%	54.5%	27.3%	55.0%	61.1%
	87.7	89.8	89.6	88.3	90.9	86.5	77.3	54.5	75.0	66.7
	91.1%	93.2%	94.0%	90.4%	92.9%	91.0%	77.3%	72.7%	90.0%	83.3%

RELOCATABLE CLASSROOMS

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	222	39	47	53	35	35	8	5	
% of total buying potential	28.9%	45.3%	37.0%	32.7%	20.9%	21.9%	21.6%	17.8%	40
Specific buying action (by percent):									
a) Listened to presentations	63.1%	58.9%	68.1%	58.5%	23.3%	60.0%	87.5%	60.0%	61
b) Selected product	44.4	46.1	31.9	47.2	37.1	60.0	75.0	0.0	84
c) Selected brand	41.5	48.7	34.0	37.7	40.0	48.6	75.0	0.0	53
d) Approved product	52.7	59.0	36.2	62.3	42.9	62.8	75.0	20.0	53
e) Approved purchase	81.0	82.1	85.1	81.1	71.4	88.6	87.5	40.0	69
f) Disapproved purchase	38.3	48.7	27.7	37.7	31.4	45.7	75.0	0.0	38
Selected product/brand (lines b and/or c)	51.8%	53.8%	44.7%	51.0%	51.4%	62.9%	75.0%	0.0%	84
Approved product/purchase (lines d and/or e)	91.9	92.3	91.5	92.6	94.3	94.3	87.5	60.0	69
Involvement in buying (one or more selecting/approving actions)	95.0%	97.4%	97.9%	94.3%	100.0%	94.3%	87.5%	60.0%	92

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	222	39	47	53	35	35	8	5	13	10
l	28.9%	45.3%	37.0%	32.7%	20.9%	21.9%	21.6%	17.8%	40.6%	35.7%
	63.1%	58.9%	68.1%	58.5%	23.3%	60.0%	87.5%	60.0%	61.5%	30.0%
	44.4	46.1	31.9	47.2	37.1	60.0	75.0	0.0	84.6	40.0
	41.5	48.7	34.0	37.7	40.0	48.6	75.0	0.0	53.8	30.0
	52.7	59.0	36.2	62.3	42.9	62.8	75.0	20.0	53.8	20.0
	81.0	82.1	85.1	81.1	71.4	88.6	87.5	40.0	69.2	50.0
	38.3	48.7	27.7	37.7	31.4	45.7	75.0	0.0	38.5	30.0
	51.8%	53.8%	44.7%	51.0%	51.4%	62.9%	75.0%	0.0%	84.6%	60.0%
	91.9	92.3	91.5	92.6	94.3	94.3	87.5	60.0	69.2	60.0
	95.0%	97.4%	97.9%	94.3%	100.0%	94.3%	87.5%	60.0%	92.3%	90.0%

SEATING & DESKS

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	387	55	73	79	81	69	20	10	2
% of total buying potential	50.3%	63.9%	57.5%	48.8%	48.5%	43.1%	54.1%	33.3%	62.
Specific buying action (by percent):									
a) Listened to presentations	54.3%	61.8%	46.6%	64.6%	58.0%	55.1%	60.0%	40.0%	45.
b) Selected product	44.4	50.9	42.5	49.4	39.5	40.6	50.0	40.0	60.
c) Selected brand	42.1	47.3	35.6	45.6	42.0	43.5	40.0	40.0	50.
d) Approved product	51.1	52.7	45.2	57.0	48.1	53.6	50.0	40.0	45.
e) Approved purchase	83.8	90.9	83.6	96.2	79.0	81.1	75.0	60.0	65.
f) Disapproved purchase	37.5	49.1	30.1	43.0	34.6	36.2	35.0	20.0	35.
Selected product/brand (lines b and/or c)	49.3%	56.4%	43.8%	50.6%	46.9%	50.7%	55.0%	40.0%	60.
Approved product/purchase (lines d and/or e)	89.1	92.7	86.3	98.7	88.9	84.1	80.0	70.0	80.
Involvement in buying (one or more selecting/approving actions)	90.7%	94.5%	87.7%	98.7%	88.9%	89.9%	85.0%	80.0%	90.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	387	55	73	79	81	69	20	10	20	18
l	50.3%	63.9%	57.5%	48.8%	48.5%	43.1%	54.1%	33.3%	62.5%	64.3%
	54.3%	61.8%	46.6%	64.6%	58.0%	55.1%	60.0%	40.0%	45.0%	50.0%
	44.4	50.9	42.5	49.4	39.5	40.6	50.0	40.0	60.0	50.0
	42.1	47.3	35.6	45.6	42.0	43.5	40.0	40.0	50.0	27.8
	51.1	52.7	45.2	57.0	48.1	53.6	50.0	40.0	45.0	38.9
	83.8	90.9	83.6	96.2	79.0	81.1	75.0	60.0	65.0	66.7
	37.5	49.1	30.1	43.0	34.6	36.2	35.0	20.0	35.0	22.2
	49.3%	56.4%	43.8%	50.6%	46.9%	50.7%	55.0%	40.0%	60.0%	55.6%
	89.1	92.7	86.3	98.7	88.9	84.1	80.0	70.0	80.0	72.2
	90.7%	94.5%	87.7%	98.7%	88.9%	89.9%	85.0%	80.0%	90.0%	83.3%

TRANSPORTATION EQUIPMENT

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	447	49	69	86	114	93	17	19	
% of total buying potential	58.1%	56.9%	54.3%	53.1%	68.3%	58.1%	45.9%	63.3%	65
Specific buying action (by percent):									
a) Listened to presentations	59.9%	61.2%	55.1%	58.1%	58.8%	58.1%	88.2%	68.4%	52
b) Selected product	46.5	51.0	47.8	47.7	42.9	45.2	70.6	31.6	52
c) Selected brand	45.0	49.0	40.6	43.0	44.7	45.2	70.6	36.8	33
d) Approved product	51.2	59.2	46.4	53.5	47.4	51.6	70.6	42.1	42
e) Approved purchase	82.5	89.8	76.8	83.7	79.8	83.9	94.1	78.9	57
f) Disapproved purchase	34.9	51.0	30.4	34.9	35.1	29.0	47.1	26.3	33
Selected product/brand (lines b and/or c)	50.7%	51.0%	52.2%	48.8%	50.0%	52.7%	76.5%	36.8%	57
Approved product/purchase (lines d and/or e)	86.1	93.9	82.6	87.2	83.3	87.1	94.1	78.9	71
Involvement in buying (one or more selecting/approving actions)	89.2%	93.9%	84.1%	90.7%	86.0%	93.5%	94.1%	84.2%	80

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,439	600-999	Under 600		
	447	49	69	86	114	93	17	19	21	14
al	58.1%	56.9%	54.3%	53.1%	68.3%	58.1%	45.9%	63.3%	65.6%	50.0%
	59.9%	61.2%	55.1%	58.1%	58.8%	58.1%	88.2%	68.4%	52.4%	57.1%
	46.5	51.0	47.8	47.7	42.9	45.2	70.6	31.6	52.4	14.3
	45.0	49.0	40.6	43.0	44.7	45.2	70.6	36.8	33.3	14.3
	51.2	59.2	46.4	53.5	47.4	51.6	70.6	42.1	42.9	21.4
	82.5	89.8	76.8	83.7	79.8	83.9	94.1	78.9	57.1	50.0
	34.9	51.0	30.4	34.9	35.1	29.0	47.1	26.3	33.3	14.3
	50.7%	51.0%	52.2%	48.8%	50.0%	52.7%	76.5%	36.8%	57.1%	21.4%
	86.1	93.9	82.6	87.2	83.3	87.1	94.1	78.9	71.4	50.0
e	89.2%	93.9%	84.1%	90.7%	86.0%	93.5%	94.1%	84.2%	80.9%	50.0%

TRANSPORTATION SYSTEMS

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	124	19	20	22	32	22	5	4	
% of total buying potential	16.1%	22.1%	15.7%	13.6%	19.2%	13.8%	13.5%	13.3%	15.
Specific buying action (by percent):									
a) Listened to presentations	62.1%	68.4%	80.0%	31.8%	59.4%	72.7%	60.0%	75.0%	80.
b) Selected product	50.0	57.9	60.0	31.8	40.6	54.5	60.0	50.0	40.
c) Selected brand	46.0	47.4	60.0	31.8	37.5	54.5	60.0	25.0	40.
d) Approved product	55.0	47.4	65.0	45.5	53.1	59.1	60.0	50.0	60.
e) Approved purchase	80.0	84.2	75.0	68.2	84.4	86.4	80.0	50.0	60.
f) Disapproved purchase	47.5	78.9	60.0	27.3	31.3	50.0	60.0	25.0	40.
Selected product/brand (lines b and/or c)	58.1%	84.2%	75.0%	45.5%	46.9%	59.1%	60.0%	50.0%	60.
Approved product/purchase (lines d and/or e)	91.1	100.0	85.0	86.4	100.0	86.4	80.0	75.0	80.
Involvement in buying (one or more selecting/approving actions)	93.5%	100.0%	90.0%	90.9%	100.0%	90.9%	80.0%	75.0%	100.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	124	19	20	22	32	22	5	4	5	7
al	16.1%	22.1%	15.7%	13.6%	19.2%	13.8%	13.5%	13.3%	15.6%	25.0%
	62.1%	68.4%	80.0%	31.8%	59.4%	72.7%	60.0%	75.0%	80.0%	42.9%
	50.0	57.9	60.0	31.8	40.6	54.5	60.0	50.0	40.0	28.6
	46.0	47.4	60.0	31.8	37.5	54.5	60.0	25.0	40.0	0.0
	55.0	47.4	65.0	45.5	53.1	59.1	60.0	50.0	60.0	14.3
	80.0	84.2	75.0	68.2	84.4	86.4	80.0	50.0	60.0	28.6
	47.5	78.9	60.0	27.3	31.3	50.0	60.0	25.0	40.0	0.0
	58.1%	84.2%	75.0%	45.5%	46.9%	59.1%	60.0%	50.0%	60.0%	42.9%
	91.1	100.0	85.0	86.4	100.0	86.4	80.0	75.0	80.0	28.6
	93.5%	100.0%	90.0%	90.9%	100.0%	90.9%	80.0%	75.0%	100.0%	42.9%

T.V. LANGUAGE LABS & ELECTRONIC EQUIPMENT

	Total school boards	Enrollment in School District							
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	
# of buying districts	359	58	66	81	69	65	14	6	1
% of total buying potential	46.7%	67.4%	52.0%	50.0%	41.3%	40.6%	37.8%	20.0%	56.
Specific buying action (by percent):									
a) Listened to presentations	54.5%	58.6%	56.1%	65.4%	40.6%	52.3%	64.3%	16.7%	78.
b) Selected product	44.0	50.0	46.9	48.1	37.7	43.1	35.7	0.0	50.
c) Selected brand	38.7	44.8	36.4	44.4	30.4	43.1	28.6	16.7	38.
d) Approved product	50.0	58.6	51.5	55.6	37.7	52.3	42.8	0.0	50.
e) Approved purchase	80.0	86.2	84.8	83.9	79.7	80.0	71.4	66.7	72.
f) Disapproved purchase	36.8	44.8	34.8	41.9	27.5	40.0	28.6	0.0	33.
Selected product/brand (lines b and/or c)	47.2%	53.4%	51.5%	48.1%	40.6%	49.2%	35.7%	16.7%	50.
Approved product/purchase (lines d and/or e)	87.2	93.1	87.9	86.4	86.9	84.6	78.6	66.7	83.
Involvement in buying (one or more selecting/approving actions)	90.5%	93.1%	93.9%	87.7%	91.3%	89.2%	85.7%	66.7%	94.

	Total school boards	Enrollment in School District							Superintendents	Other
		25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600		
	359	58	66	81	69	65	14	6	18	15
al	46.7%	67.4%	52.0%	50.0%	41.3%	40.6%	37.8%	20.0%	56.3%	53.6%
	54.5%	58.6%	56.1%	65.4%	40.6%	52.3%	64.3%	16.7%	78.6%	40.0%
	44.0	50.0	46.9	48.1	37.7	43.1	35.7	0.0	50.0	20.0
	38.7	44.8	36.4	44.4	30.4	43.1	28.6	16.7	38.9	13.3
	50.0	58.6	51.5	55.6	37.7	52.3	42.8	0.0	50.0	33.3
	80.0	86.2	84.8	83.9	79.7	80.0	71.4	66.7	72.2	46.7
	36.8	44.8	34.8	41.9	27.5	40.0	28.6	0.0	33.3	0.0
	47.2%	53.4%	51.5%	48.1%	40.6%	49.2%	35.7%	16.7%	50.0%	33.3%
	87.2	93.1	87.9	86.4	86.9	84.6	78.6	66.7	83.3	60.0
	90.5%	93.1%	93.9%	87.7%	91.3%	89.2%	85.7%	66.7%	94.4%	73.3%